

Minutes to the 14th Meeting of the EHF Women's Handball Board (WHB)

Date/Time:	Tuesday, 10 October 2017 / 15:00 – 18:30 Wednesday, 11 October 2017 / 09:00 – 12:00	
Venue:	Vienna, AUT	
Participants:	Narcisa Lecusanu Pirje Orasson Nodjialem Myaro Leonor Mallozzi Liudmila Bodnieva Gabriella Horvath Alenka Cuderman	Chair (ROU) Vice Chair (EST) Member (FRA) Member (POR) Member (RUS) EHF Executive Committee (HUN) Coordinator Women's Handball Programme
In Part:	Michael Wiederer Martin Hausleitner Markus Glaser Peter Sichelschmidt Gerd Butzeck	EHF President EHF Secretary General EHF Chief Sports Officer BG National Team Competitions Guest (Managing Director WFCH)
Excused:	Henrik La Cour Deja Ivanovic	EHF Executive Committee (DEN) Member (SLO)

1. Welcome

Chair Lecusanu welcomed the participants to the meeting and expressed her satisfaction with the organisation and outcomes of the EHF Workshop for Strengthening of Women's Handball Network, which took place prior to the meeting. She also underlined the need for the follow-up discussion.

2. Minutes of WHB Meeting No. 13 (3/2017)

Without additional comment, the minutes of the previous meeting were adopted.

3. EHF /EHFM Information

President Wiederer introduced the new Secretary General Martin Hausleitner.

Further he informed the WHB on the follow up to the structural changes and the professional leadership, which resulted in new marketing procedures confirmed by the EXEC in Lisbon. The EXEC appointed a strategic working group to evaluate and develop the current structure of the EHF Statutes under the chairmanship of former President Jean Brihault and who will in conjunction with an external expert, the EHF Vice President, Secretary General, as well as the representative of the Technical Commissions and Chairpersons of the Nations and Women's Handball Board. The idea is to propose motions for the 2018 Congress to be implemented in 2020, initial results will be presented at the CoP in Zagreb. Therefore Narcisa Lecusanu as a representative of the WHB has been appointed to join the working group.

Wiederer also informed that the EXEC have decided to offer an increased financial support of €4000 to each National Federation, taking part in the Youth EHF competitions Men 18 and Women 17 in the next two years, starting from 2018, with the target to support federations for developing more top level players.

The President provided specific information in respect of the tender process for the future marketing and TV rights of the EHF national team and Club competitions, YAC events and Beach handball competitions, for both men and women, for the period 2020-2030. Due to the developing situation in media/digital media terms, it is the right time for a change of the strategy. A significant increase of income for top competitions is expected. Regarded as a professional approach to the market several packages were compiled, e.g.:

3 competitions packages – a) Club competitions, b) National Team, c) Club and National teams
3 marketing packages that reflect competitions packages – Marketing rights are not separate.

There is a potential in TV broadcasting on free channels for further development of Women's handball. Also the club competitions will have to be adapted to present handball in the most professional manner and to be of market interest. The tender is divided in a way that it is not obligatory to bid for full packages, the process ends in November 2017 and results will be evaluated thereafter.

Further Information on the cooperation within the WFCH, who is in charge of strengthening of women's club handball, was provided by the guest Butzeck stating that he is with a few exceptions not satisfied with the group, which is not a constant partner due to the too frequent changes of the elected/appointed club representatives and their rare participation at the meetings. He explained that the WFCH is a good opportunity to develop women's club handball and the club officials shall be encouraged for stronger cooperation. The initiatives are welcome. He invited the WHB members to encourage the clubs representatives for stronger cooperation in joining the WFCH meetings, so that the club management community will grow.

Wiederer explained in detail the advertising rights issue starting with the Congress in Dublin 2014, provision of regular update information to the Federations and involvement of the Nations Board and noted that the EHF input for a presenting sponsor was about promoting the event. The EHF opted for compensation in respect of the advertising costs, which will be announced in the next days. For the future, there will be new, clearly defined regulations with more opportunity for National Federations (floor stickers).

With regards to the positive doping results of three players at the Women's 19 EURO in Slovenia, it was noted that the legal proceedings are on-going and there is no further information at this time. It was noted that the EAU continued to work well and serves its purpose.

Pointing to the issue that Narcisa Lecusanu is holding functions in the EHF EXEC and that she has submitted her candidature to the IHF for an Executive position, Wiederer explained that she will have to withdraw from her function within the EHF Executive if successfully elected at the IHF Congress to fully comply with the EHF Statutes. Nodjialem Myaro would therefore take her place as the chair of the WHB earlier than planned, and respectively as an EXEC member, as she was already elected by the WHB members for the period 2019-2020.

4. Women's National Team and Club Competitions

Women's YAC Competition

The WHB reviewed the new YAC competition structure and noted the positive opportunities for the players of all Federations to participate in the European Open, EURO/Championships, however there is a need/request for an additional competition in even years (2018/2020), when WWCh are played for the teams who did not qualify for the WU18 (example ranking 11- 30).

Sichelschmidt explained that currently no new competition is possible to be introduced by the EHF. He informed that as a test event at European Open (men & women) the age category was reduced by two years and that after EO 2018 the evaluation will follow. If no fundamental benefits will be recognised, the old system may come back, which means that EO could fill the gap in competition (W18/M19) in even years.

The WHB noted the high quality of the semi-final/final matches at 2017 W17/W19 EUROS and praised the work of six Federations, which in both age categories took place 1-7 (FRA, HUN, RUS, DEN, GER, NOR). As a highlight the photo presentation of the 2017 W19 EURO in Slovenia was presented and will be shared with the Member Federations for further promotion of female YAC handball.

2017 Women's World Championship in Germany

Sichelschmidt informed that the IHF has decided to play one game early each day (14:00, 18:00, 20:30) and to fill the halls at the first match with school children. He also praised the joined IHF/EHF efforts in providing the updated regulations for clothing uniforms, which is a step forward.

2018 Women's EURO FRA

Myaro updated the members in respect of the EURO organisation and promotion. The ticket sales started on 27 September 2017 and she presented details of the promotional activities in respect of the ticket sales, the ticket price structure and packages created, which are reasonably accessible.

The WHB initiative for joint promotion of the event in Europe is concluded with consensus between the organizer, EHF and Media & Marketing partner Infront. A working group shall be established in due time and Myaro will be the link to the FFHB.

The second phase of the qualification started in September 2017 and 28 teams are contesting for the 16 EURO participation places. The advertising rights during the EURO qualifications have been discussed under agenda point 3.

2018 Women's IHF/EHF Trophy

The WHB noted that the respective competition is not yet in the EHF calendar and will again be announced very late to the participants. The competition is important for the lower ranked nations. There should be a follow-up after the last tournament in Georgia and results such as

62:2. Participation criteria should be applied to ensure a minimum level of the playing experience.

Women's Champions League

A concerted effort is urgently required to find a title sponsor/pool of sponsors for the WCL. The target, aimed at raising the image of women's handball aligned with extended media exposure may assist in reaching the expectation of sponsors. To preview the further steps of the development of the WCL as a product, the WHB is proposing to develop a detailed short and middle term plan, as well as marketing brochure/documents for an improved sales situation.

The group also took note of the committed partner Hungarian Handball Federation in organizing the F4, presenting the main sponsor of the event and introducing various additional entertainment activities, which both contributed to the success and development of the event. However it is important that the event will be developed as international event.

Based on a longer discussion in respect of the weak financial situation of some of the WCL Clubs in recent years the influence of the markets and single investors was noted as 80% of advertising rights are returned to the clubs. Glaser noted the important role of the National Federations, which have influence on the clubs and highlighted a good example of FFHB asking for licenses.

He also presented in connection to the current tender, the possibility to change the current competition system (Group matches, Main Round) to one with group phase with 2x8 teams, followed by quarterfinals and F4. In this event all teams would be in competition until the middle of March, which would contribute to improved financial situation of the clubs, especially with the centralized management of the advertising rights.

Glaser further provided information regarding "Sportradar", the global leader of sport data and digital services, which shall provide "marketable" scouting data for the EHF competitions as of 2017/18. The clubs are using local people for scouting. However, during the summer the clubs did not sufficiently prepare for the test education as it seems that the testing programme is more complex than expected and many scouts did not pass the Sportradar testing. The EHF is currently using their resources and concentrating on the Velux CL. On this basis the decision was taken not to involve the Federations in the new system for national team competitions as the EHF is currently taking the basic statistics from streaming. He highlighted the monetary effect as the 28 matches of the EURO qualifications on TV and livestream of all matches are provided for free.

Women's Handball Programme

The members reported and discussed input from their respective stakeholders:

- ◆ The updated survey for National Federations is in the process of preparation. The data shall be collected on a digital data basis.
- ◆ The WHB discussed the content of the league survey and Lecusanu as responsible for leagues will provide the final proposal for the league survey by end of November 2017.

- ◆ Myaro presented the current organization status of the 2018 Women's EURO in France and suggested that the next women's handball workshop for Federations (Clubs) should take place in France during the EURO and being in part supported by the FFHB. Therefore the list of the EURO side events will be checked in respect of the dates and staff availability.
- ◆ Orasson informed that the lower ranked Federations are waiting for the 2018 IHF/EHF Women's Trophy information in respect of the calendar and participation criteria, to be able to organize their national competitions. She also recommended an EHF workshop for smaller nations with concentration on their needs and requirements.
- ◆ Mallozzi reported the issue of the advertising rights at the national team EURO competition, which was already clarified by the President under the agenda point 3. She also stressed the importance of flexibility in respect of the playing hall infrastructure (min. capacity 1500). She highlighted the importance of the EXEC decision to financially support youth handball and in particular the W17/M18 EURO/Championships.
- ◆ Bodnieva highlighted a need for a separate survey for the national team and club players and that she will provide the content proposals in due time. Initially, she will contact the European Handball Players Union (EHPU) and their respective Members/National Unions.

5. Women's Handball Action Plan 2017:

Educational projects /EHF CAN (6):

- ◆ **2016/17 European Handball Manager in Cologne (English language):** the four (4) supported female participants obtained the certificate; the EHF absorbed 75% of the associated course costs. Dimovska (HC Vardar) was awarded as the best international student.
- ◆ **2017 EHF Club Manager Seminar in Cologne:** all four (4) supported female participants obtained the license; the EHF absorbed 75% of the associated course costs.
- ◆ **2017 Young Coaches Workshop in Hungary:** seven (7) supported female participants aged <28 years; the EHF absorbed 100% of the associated costs.
- ◆ **2017/18 European Handball Manager in Cologne (German language):** three (3) supported female participants; the EHF absorbed 75% of the associated course costs.
- ◆ **2017 EHF Course for Beach Handball Referees and Delegates:** six (6) supported female participants.
- ◆ **2018 EHF "Rinck" Convention (RC) Open Master Coach and Licensing Course:** WHB initiative for support of the three (5) female participants; the participation fee for all three modules will be covered by the EHF.

All participants that received financial support are obligated to submit a report to the EHF/WHB. The group also noted and discussed the study of the European Union "Gender equality in coaching and role of education programmes" highlighting the importance of education and the EHF opportunities provided to the female candidates for various courses.

Development projects (4):

- ◆ **Update of the Women's Handball Strategy and Action plan (3/2017)**
- ◆ **Submission of the request for the women's handball section on the EHF website (5/2017)**
C. Gamper/IT informed the group of the new EHF website project and current priorities. He highlighted that the joint presentation of competitions (men and women), and promotion for the fans are bringing synergies and will strengthen women's handball. The request in respect

of a women's handball section on the EHF website has been taken in consideration by the steering group. Women's handball initiatives have to be implemented as a small section in the "Home of handball" portal.

- ◆ **Education support for emerging nations:** the female coaches' course in EST (9/2017) was supported with the EHF lecturer Monique Tijsterman; the feedback was very positive.
- ◆ **Workshop for strengthening women's handball networks with responsible persons for women's handball in Member Federations** (10/2017)

Promotion projects (5):

- ◆ **Top Female Leadership Award at the 2017 W19/W17 EHF EURO/Championships** (8/2017)
Award for the national team female head coaches and their federations (11x)
All Star-team players (4x10 Young Handball Ambassadors)
- ◆ **Photo project at 2017 W19 EHF EURO** (7/2018)
Photo material; Photo presentation with music will be shared with the Federations to promote youth handball.
- ◆ **Young Reporter project at 2017 W19 EHF EURO** (7/2017)
Mobile reporting offers an important training for the players in communication with media and the promotion of young players on social media channels.
- ◆ **Promotional video for women's handball** – in preparation (11/2017)
- ◆ **Role models campaign** – in preparation (2018)

6. Women's Handball Promotional Strategy

This agenda point was transferred to the next meeting due to the time restriction.

7. Miscellaneous

The next WHB meetings are scheduled for 6 March 2018 and 9 October 2018.

Closing the meeting, Lecusanu thanked the WHB members for their attendance and contribution to the meeting, highlighting that the undertaken projects are strengthening women's handball in Europe.

Attachment: Report of the 2017 EHF Workshop for Strengthening the Women's Handball Network

For the minutes: A. Cuderman
19 October 2017

Cc: WHB, EXEC, NFs

Assignment of tasks

4. Women's EHF National Team and Club Competitions

Women's YAC Competition - Competition for W18 in the even years (2020), when WWCh are played for the teams who did not qualify for WU18

Manchado/EHF Office

2018 Women's EURO

Promotion - EURO ambassadors

Myaro/Cuderman/EHF Media

2018 Women's IHF/EHF Trophy (competition and participation criteria)

Manchado/EHF Office

WCL development plan and sales brochure

EHFM

5. Women's Handball Programme – Areas of responsibility

NF Survey

Cuderman

League Survey

Lecusanu/Cuderman

WH Workshop during the 2018 Women's EURO in France

Myaro/EHF Office

Workshop for smaller nations (topics, organization)

Orasson/Cuderman

Survey for NT and Club players (content)

Bodnieva

Contact to Players Union

Bodnieva

6. Women's Handball Action plan

Promotional video for WH

Cuderman

Role models campaign

Cuderman/EHF Media